| BICSE-011 |

B.Tech. – VIEP – COMPUTER SCIENCE AND ENGINEERING (BTCSVI)

Term-End Examination
June, 2014

00024

BICSE-011 : E-BUSINESS

Time : 3 hours   *Maximum Marks : 70*

Note : *Answer any **seven** questions. All questions carry equal marks.*

1. What is an e-business strategy ? What benefits can you derive from a good e-business strategy ?   *10*

2. (a) What is the difference between e-business and e-commerce ?   *5*

    (b) Define EDI. What are the characteristics of EDI ?   *5*

3. Explain the components of Electronic business framework.   *10*

4. (a) Explain the different types of digital documents.   *5*

    (b) Discuss the different security issues of e-business.   *5*

5. What do you understand by e-marketplace ? Explain main characteristics of an e-marketplace. *10*

6. Define the following : *2×5=10*

   (a) E-sourcing

   (b) E-business procurement

7. How can CRM benefit from e-business and internet technology ? How are they linked ? *10*

8. (a) What are the tools of e-business applications ? *5*

   (b) How is XML related to e-business ? Explain in detail. *5*

9. Describe the basic marketing concepts that are needed to understand internet marketing. *10*

10. Write short notes on any *two* of the following : *2×5=10*

   (a) Knowledge management

   (b) ERP

   (c) IBM e-business suite

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